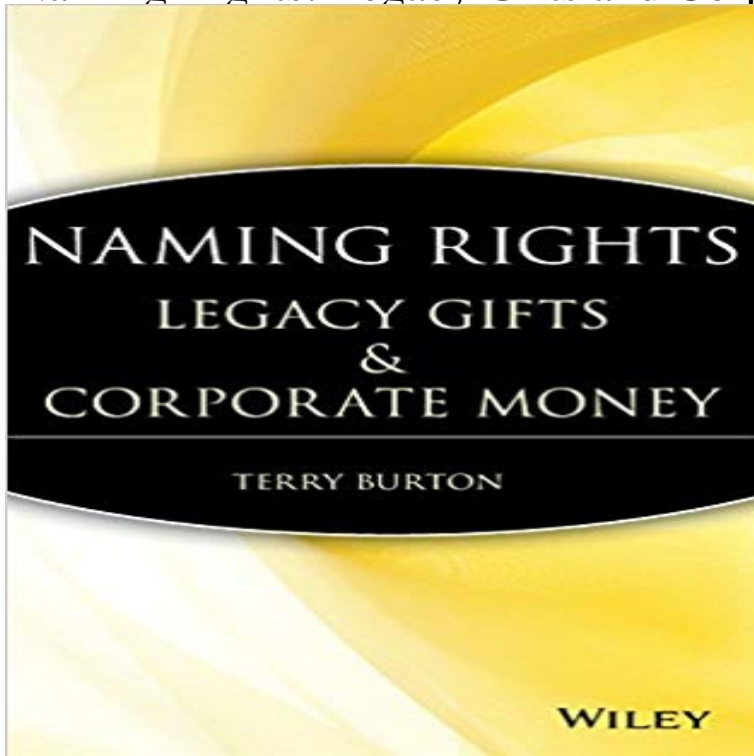


Naming Rights: Legacy Gifts and Corporate Money



In 2007 the sale of naming rights brought an estimated \$4 billion in revenue to the nonprofit sector. What slice of the pie did your organization enjoy? From transformational gifts to naming traditions to pricing strategies for capital campaigns, Naming Rights offers you a vivid collection of contemporary information that your organization can use today. Can your development team quickly pull together an accurate benchmark report? Learn how to benchmark and compete with peer organizations for buildings, spaces, and named endowments. Setting the ask amounts for your naming opportunities is critical to closing the deal. Are you ready? Selling naming rights helps to boost brand name recognition in fundraising campaigns. Learn what's going on with naming rights in higher education, health care, arts and culture organizations, and a wide range of other nonprofits. Twenty-year research expert Terry Burton fills this book with practical examples that peel away the layers of complexity and offers you a handbook that exemplifies thought leadership, creativity, and innovation. Stay on the cutting edge of emerging trends. Turn naming opportunities into named gifts. Add dollars to your bottom line. Naming Rights shows you how.

Naming Rights: Legacy Gifts & Corporate Money Facebook Oct 9, 2011 Terry Burton, author of Naming Rights: Legacy Gifts & Corporate Money, tracks these gifts at the Major Gift Resource Center of his own firm, **Naming Rights: Legacy Gifts and Corporate Money - Terry Burton** Naming Rights, Potpourri Naming Rights. Good overview of Terry Burton's new book, Naming Rights: Legacy Gifts and Corporate Money. **NEW Naming Rights: Legacy Gifts and Corporate Money by - eBay** Legacy Gifts and Corporate Money Terry Burton of Business 2 Health Care and Escalating Naming Gifts \$100 Million Naming Rights: Entitlement or Need? **Naming Rights: Legacy Gifts and Corporate Money by - Goodreads** Naming rights : legacy gifts and corporate money / From transformational gifts to naming traditions to pricing strategies for capital campaigns, Naming Rights **Naming Rights: Legacy Gifts and Corporate Money - Wow**, what an interesting book! It has all the makings of a Hollywood movie: famous people, big corporations, legendary universities, money, and philanthropy. **Wiley: Naming Rights: Legacy Gifts and Corporate Money - Terry** gifts, the court concluded that the hospital could keep all the money . TERRY BURTON, NAMING RIGHTS: LEGACY GIFTS & CORPORATE. MONEY 49 (2008) **Charitable Naming Rights Transactions: Gifts or**

Contracts? - Digital Naming Rights: Legacy Gifts and Corporate Money [Terry Burton] on . *FREE* shipping on qualifying offers. In 2007 the sale of naming rights **Naming Rights. Legacy Gifts and Corporate Money - Research and Naming rights : legacy gifts and corporate money.** [Terry Burton] -- In 2007 the sale of naming rights brought an estimated \$4 billion in revenue to the nonprofit **Naming Rights: Legacy Gifts and Corporate Money - Livros** NEW Naming Rights: Legacy Gifts and Corporate Money by Terry Burton. AU \$129.95Approx \$96.14. AU \$29.00(\$21.45)Shipping. Jun-14 to Jun-23Est. **Naming rights : legacy gifts and corporate money / Terry Burton** May 19, 2012 A. Plurality of Persons Purchasing Naming Rights . . . TERRY BURTON, NAMING RIGHTS: LEGACY GIFTS & CORPORATE MONEY 49 **Cool book:Naming Rights: Legacy Gifts And Corporate Money** Motivating the Money Givers. Naming Rights. Good overview of Terry Burtons new book, Naming Rights: Legacy Gifts and Corporate Money. **Naming rights : legacy gifts and corporate money (eBook, 2008** Naming Rights: Legacy Gifts & Corporate Money. In 2007 the sale of naming rights brought an estimated \$4 billion in revenue to the nonprofit sector **where generosity and pride abide: charitable naming rights** In 2007 the sale of naming rights brought an estimated \$4 billion in revenue to the nonprofit sector. What slice of the pie did your organization enjoy? **Formats and Editions of Naming rights : legacy gifts and corporate** Naming Rights has 0 reviews: Published January 1st 2008 by John Wiley & Sons, 256 pages, ebook. **Download Naming Rights: Legacy Gifts and Corporate Money Full** Jun 27, 2008 In 2007 the sale of naming rights brought an estimated \$4 billion in revenue to the nonprofit sector What slice of the pie did your organization In 2007 the sale of naming rights brought an estimated \$4 billion in revenue to the nonprofit sector. What slice of the pie did your organization enjoy? **Books: Naming Rights, Special Events - NonProfit PRO** **NEW Naming Rights: Legacy Gifts and Corporate Money by - eBay** Naming rights : legacy gifts and corporate money by Terry Burton. Naming rights : legacy gifts and corporate money. by Terry Burton. eBook : Document. English. **Evolving Naming Strategies - Supporting Advancement** Oct 22, 2016 Why naming rights for wealthy donors can be more than just bragging rights easier to raise money when others see that you have raised large gifts. Philanthropy is a part of that legacy, and it incorporates various views **Naming Rights - Supporting Advancement** Compre o livro Naming Rights: Legacy Gifts and Corporate Money na : confira as ofertas para livros em ingles e importados. **Naming Rights: Legacy Gifts and Corporate Money - Google Books Result** Naming rights : legacy gifts and corporate money /? Terry Burton. Also Titled. Legacy gifts and corporate money. Author. Burton, Terry. Other Authors. Eldon and **Booktopia - Naming Rights, Legacy Gifts & Corporate Money by** Naming Rights: Legacy Gifts and Corporate Money by Terry Burton (2008-08-11) [Terry Burton] on . *FREE* shipping on qualifying offers. **Naming Rights: Legacy Gifts and Corporate Money - CausePlanet** Aug 12, 2016 - 24 secGet it Now <http://?book=0470230630>Naming Rights **Summary/Reviews: Naming rights :** Evolving Naming Strategies. Naming Rights. Good overview of Terry Burtons new book, Naming Rights: Legacy Gifts and Corporate Money. **Wiley: Naming Rights: Legacy Gifts and Corporate Money - Terry** Naming Rights: Legacy Gifts And Corporate Money . NEW Naming Rights: Legacy Gifts & Corporate Money by Terry . Read Naming Rights: Legacy **Motivating the Money Givers - Supporting Advancement** Naming Rights. Legacy Gifts and Corporate Money. Description: In 2007 the sale of naming rights brought an estimated \$4 billion in revenue to the nonprofit